Pioneer North America, Inc.
8000 Towers Crescent Dr., 13th Floor
Vienna, VA   22182

October 11, 2007

VIA ECFS

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: ex parte, CS Docket 97-80, Commercial Availability of Navigation Devices

Dear Ms. Dortch:

On October 10, 2007, the undersigned and Glenn Adler, Director Technical Planning & Standards, NAFTA Region, Philips Consumer Electronics; Jeffrey T. Lawrence, Director, Content Policy and Architecture, Intel Corporation; Scott Smyers, Senior Vice President, Network & Systems Architecture Division, Sony Electronics Inc. and President and Chairman of the Digital Living Network Alliance (DLNA), met in separate meetings with Amy Blankenship, Legal Advisor to Commissioner Taylor-Tate; Rudy Brioché, Legal Advisor to Commissioner Adelstein; Cristina Chou Pauzé[1], Legal Advisor to Commissioner McDowell; and Rick Chessen, Senior Legal Advisor to Commissioner Copps. Also, separately the group met with Steven Broeckaert, John Gabrysch, Michael Lance, Mary Beth Murphy, Brendan Murray, Alison Neplokh, Jeffrey Neumann, David Konczal and John Wong of the Media Bureau.

At these meetings, we gave an introduction to the DLNA organization and guidelines, and explained the "Home Networking Proponents" Comments on the Third Further Notice of Proposed Rulemaking in this docket. DLNA-based home networks provides a consumer-friendly experience for navigation and security of content delivered to the home from MVPDs, the internet and other mechanisms, *complementary* to the integrated cable compatibility embodied in DCR+ and OCAP in the Consumer Electronics Association's proposal in the Notice. Both home networks and integrated cable compatibility are necessary for a fully competitive market for navigation devices.

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[1] The undersigned did not attend the meeting with Ms. Pauzé.

In accordance with §1.1206 of the Commission's Rules, one copy of this letter is being filed electronically via ECFS, and delivered via email to the participants.

Regards,

Adam Goldberg
Vice President
Government and Industry Affairs
Pioneer North America, Inc.
(703) 846-3650

Attachment

cc: Amy Blankenship
   Rudy Brioché
   Cristina Chou Pauzé
   Rick Chessen
   Steven Broeckaert
   John Gabrysch
   Michael Lance
   Mary Beth Murphy
   Brendan Murray
   Alison Neplokh
   Jeffrey Neumann
   David Konczal
   John Wong

Introduction to DLNA

Scott Smyers
Senior Vice President
Network & Systems Architecture Division
Sony Electronics Inc.

President & Chairman of the Board, DLNA

DLNA Overview

Founding: Established in June 2003 by 17 companies

Goal: Enable cross-industry convergence by establishing a platform of interoperability based on open and established industry standards

Deliverables:
- Design guidelines that *refer* to standards developed outside DLNA
- Liaison relationships with other industry groups and standards bodies
- Compliance testing and certification program
- Consumer-focused logo program for certified products

DLNA Overview - Membership

- Total Members: 242*
  - 24 Promoter Members
  - 218 Contributor Members
- Broad Participation
  - Collaboration on interoperability across industries
  - Significant participation from content companies and service operators
    - Membership includes MPAA, RIAA, NBC Universal, Universal Music Group, Comcast, Verizon, ATT, Echostar, DirecTV and EU operators Sky, France Telecom, Telecom Italia and others
- Global
  - Face to face meetings held regularly in US and internationally
  - Plugfests held worldwide
- Effective Digital Networking Organization
  - Commitment of global brands
  - Commitment of high-level executives

Promoter Members

Board Companies

DLNA Networked Device Interoperability Guidelines v1.5

- V1.0 published in June 2004

- V1.5 published at November 2006

- Defines TVs, Servers (such as set top boxes and hard disks) Mobile devices, printers, etc.

- Includes link protection
  - DTCP/IP mandatory
  - WMDRM-ND optional

⊖dlna™

Home Networked Device
Interoperability Guidelines
version 1.5

Volume 1: Architectures and Protocols
An Industry Guide for
Building Interoperable
Platforms, Devices,
and Applications

Fulfilling the promise of the digital home requires a cross-industry effort to develop and promote a common industry framework for interoperability. This industry framework is expressed through the DLNA Home Networked Device Interoperability Guidelines document that has been developed to provide Consumer Electronic, Mobile Device and PC companies with the information needed to build interoperable platforms, devices, and applications for the digital home.

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DLNA Certification & Logo Program

- Launched September '05
- Supported by quarterly plugfests worldwide
- Verifies that products are designed to DLNA's Interoperability Guidelines and meet DLNA's certification testing requirements
- More than 1300 total DLNA CERTIFIED™ devices as of August 2007
  - More than 730 currently publicly listed products
  - http://certification.dlna.org/products/

DLNA Certified Product Categories

More than 1300 products from more than 20 vendors

Laptop PC

Desktop PC

Game

Network Attached Storage

TV

Digital Camera

AV Receiver

Hi-Fi Audio

Digital Media Adaptors

DVD Recorder

DVD Player

Personal Audio

Blu-Ray Player

HD-DVD Player

Portable Audio

Home Theatre

DLNA is an International Standard

- IEC 62481-1
- Title: Digital living network alliance (DLNA) home networked device interoperability guidelines –
Part 1: Architecture and protocols
- http://webstore.iec.ch/Webstore/webstore.nsf/artnum/038283

- IEC 62481-2
- Title: Digital living network alliance (DLNA) home networked device interoperability guidelines –
Part 2: DLNA media formats
- http://webstore.iec.ch/Webstore/webstore.nsf/artnum/038284